### Veer Narmad South Gujarat University

#### 301 – Entrepreneurship Development

###### Second Year BBA (Semester3) With Effect from June 2020

Objective of the course:

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Teaching Pedagogy:

Lectures, Guest Lectures, Case Study, Presentations, Group Assignments

Unit-1: EntrepreneurialManagement (20%)

The evolution of the concept of entrepreneurship, John Kao’s Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Corporate Entrepreneurship

Unit-2: Entrepreneurship, Creativity and Innovation (20%)

Stimulating Creativity; Organizational actions that enhance / hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity

Unit-3: Social Entrepreneurship (20%)

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up

Unit-4: Family Business and Entrepreneurship (20%)

The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and shareholder relationships; Conflict and conflict resolution in family firms; Managing Leadership, succession and continuity; women's issues in the family business; Encouraging change in the family business system

Unit-5: Financing the Entrepreneurial Business (20%)

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital

Suggested Readings

* + *Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.*
  + *Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.*
  + *Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997) Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.*
  + *Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.*
  + *Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.*
  + *Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.*
  + Khandwalla, P.(2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
  + Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
  + Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change. Oxford University Press.
  + Prahalad, C. K. (2006). Fortune at the bottom of the pyramid , eradicating poverty through profits. Whart on school Publishing.
  + Scarborough & Zimmerer, Effective Small Business Management
  + Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard Business Press.